

DATAiNTELLIGENCE

CONSUMER RESEARCH



WHAT IS IT?

Our research capabilities can design & implement any qualitative, quantitative, or mixed methodologies type of study, custom-tailored to answer specific business challenges.

WHY WOULD YOU NEED IT?

Consumer Research helps you fill in gaps in business and marketing knowledge to inform marketing strategy further (e.g., competitive impact understanding, brand positioning insights), audience strategy (e.g., segmentation studies, communications channels consumption habits, consumer journey), or media strategy (e.g., communication investment efficiency).

OUTCOMES

Some examples out of hundreds of performed studies: Trending consumer behaviors, Consumer Decision Journey, Brand Tracking, Usage & Attitudes, Ad Impact, Creative Testing, Segmentation Studies, and Touchpoints Efficiency.

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CASE STUDY

Context

The launch of a multi-brand fashion online shop in Romania.

Challenge

We had two goals:

- To understand the local consumer behavior, usage & attitudes that would help unlock business growth for the client's brand.
- Gain insight into the brand status in Romania and its benchmark against key competitors.

Solution

We proposed a customized & complex consumer research, using a mixed methodology in two phases:

The first phase was a quantitative online fashion usage & attitudes study, which responded to questions such as:

- Online shopping penetration.
- Consumers' attitudes towards offline and online fashion shopping.
- Local fashion shopping trends.
- Online fashion shopping behavior (triggers, frequency, type of platform, type of item bought, the amount spent, etc.).
- Drivers & barriers for online fashion shopping (by age groups, income).
- Choice factors for choosing where to shop online.
- Brand investigation (awareness, usage, future intention, satisfaction, and brand image).

Second phase deep dive into brand positioning through in-depth qualitative analysis of the heavy competitive users. The focus was to understand the current status quo regarding brand perception; brand & communication fit to our client customers and online fashion consumers vs. key competitors; understand the current perception of key convenience benefits for our client (free delivery, 100-day returns, Pick Up Points convenience) / assortment/propositions.





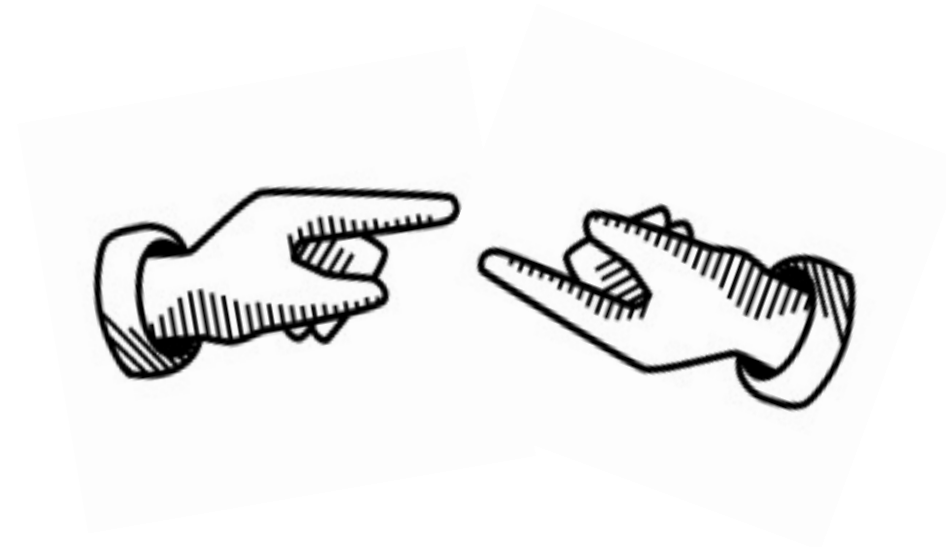
Results

The complex study helped our client better understand the local market characteristics of online fashion shopping and its main competitors' strengths & weakness.

This way was able to adapt its communication strategy based on local recommendations & insights, such as:

- For higher visibility, create local social media pages & collaborate with fashion icons/influencers in the Romanian market to spread awareness.
- For a clearer brand image, tailor messaging to unique features that link to shoppers' interests: e.g., brands unavailable elsewhere at discounted prices/"dopamine dressing" & communicate around the image attributes which are already associated with the brand, such as trendy, cool, exclusive, international brands, and focus less on brand image attributes which are already own by their well-established competitors.
- For a better user experience, tailor app notifications based on user profiles (e.g., men tend to be triggered into shopping by more practical needs).
- We bring the best from both shopping channels: partnership with the most popular offline shops.

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